

AI-AS-CONTENT KICKSTART

Three Steps to Creating Your First AI-as-Content Marketing Asset

For coaches, mentors, trainers, and service providers ready to reclaim
their time while amplifying their expertise...by design.

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A standalone DIY guide to complete at your convenience

About AI-as-Content

AI-as-Content lets your authority speak for itself so potential buyers can experience your work directly inside their preferred AI app instead of just reading about it. Unlike using AI to create content, AI-as-Content creates dynamic, personal, meaningful, current interactions in real time.

The link, as guided by these three steps, signals your participation as an innovator, part of The 4 Percent of marketers who create what doesn't exist. Your free listing on the Directory of Natural Talents recognizes you as one of the first.

Rather than trying to explain it further, this guide is an invitation to experience it for yourself.

Implementation time: 2 to 3 hours

Cost: Zero

Purpose: Create a personalized AI prompt that's yours to share with teammates, potential buyers, on your website, in your email signature, on social media, and anywhere you want to demonstrate your expertise.

This guide walks you through three steps: AI extracts your tacit knowledge, AI creates your personalized prompt, and your profile gets displayed in the Directory of Natural Talents.

About The 4 Percent: Based on Genrich Altshuller's 5 Levels of Innovation, we're part of the 4% creating revolutionary change by integrating disciplines. We're transforming AI from a content creation tool to the content itself.

Created by: Allison Wentworth Ross | The 4 Percent | <https://the-4-percent.com>

Guide developed by: Claude (Anthropic)

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The Three-Step Process

- **Step 1: Extract** – AI extracts your trapped knowledge and inherent gifts into a framework
- **Step 2: Generate** – AI creates a personalized prompt that presents your framework to those you serve
- **Step 3: Share** – Your Natural Talents profile is displayed in the public directory where people can discover and experience your expertise

By completing all three steps, you'll have a personalized, branded AI prompt that's discoverable and ready to deploy.

STEP 1: EXTRACT YOUR KNOWLEDGE

The Tool

Step 1 Extract Your Natural Gifts prompt: <https://the-4-percent.com/extract-your-natural-gifts/>

What This Step Does

- Extracts your tacit knowledge through conversation with AI
- Identifies your common knowledge and skills
- Defines the before/after transformation you create
- Generates diagnostic questions with multiple choice options
- Calculates your unique permutation space

Setup

Open the Step 1 extraction chat in one browser window. You'll want to keep this window open for Step 2.

What You'll Get from Step 1

By the end of this conversation, AI will have identified and documented:

1. The common thread within your tacit knowledge

A 2-4 sentence description of the pattern AI identified across all areas where you add value.

2. The before state

The physical, mental, or emotional state people are in when they come to you.

3. The after state

The physical, mental, or emotional state people reach after working with you.

4. How your knowledge facilitates transformation

A 3-4 sentence analysis explaining HOW your specific knowledge creates the shift from before to after.

5. Your diagnostic framework

4-6 questions with multiple choice options that capture the different situations your clients face.

Keep This Window Open

You'll be copying specific sections from this chat into Step 2.

STEP 2: GENERATE YOUR AI PROMPT

The Tool

Prompt Generator: <https://the-4-percent.com/prompt-generator/>

What This Step Does

Takes your Step 1 extraction and converts it into a deployable AI prompt that others can use to experience your framework.

Setup

Open the Prompt Generator form in a second window alongside your Step 1 chat. This makes copying and pasting straightforward.

Field-by-Field Instructions

Field 1: The common thread within your tacit knowledge

Copy from Step 1: The section where AI said "I see [your common knowledge and skills]..."

This is the 2-4 sentence description of your extracted knowledge—the pattern AI identified across all the areas where you add value.

Example:

"I see a profound pattern here: diagnostic clarity and structured pathfinding through complexity. You possess the knowledge and skills to identify what actually matters in tangled situations—whether that's market positioning decisions, strategic pathways, technical

architecture, communication, or conceptual frameworks—and then build navigable paths through them. What strikes me is the range: you work across logistics, customer strategy, web development, brainteasers—all requiring the same core competence: see the essential structure, clear the noise, create the pathway."

Field 2: The physical, mental, or emotional state before working with you

Copy from Step 1: Your description of the "before state" from the transformation section.

The state people are in when they come to you. What they're struggling with before experiencing your guidance.

Example:

"They have a lot of information, emotion, or demands coming at them. They're feeling overwhelmed by complexity and can't see what actually matters. They're stuck analyzing options without a clear path forward."

Field 3: The physical, mental, or emotional state after working with you

Copy from Step 1: Your description of the "after state" from the transformation section.

The state people reach after working with you. What changes, what's different, what they achieve.

Example:

"They have clarity around what's important to them and how to focus on that. They know the next steps and feel confident moving forward with their decision."

Field 4: How your innate knowledge facilitates the transformation

Copy from Step 1: The 3-4 sentence analysis AI provided after you described the before/after states.

This explains the mechanism—HOW your specific knowledge creates the shift from before to after state.

Example:

"This is a precise mapping of how your knowledge creates transformation. Your ability to diagnose what actually matters—to see essential structure beneath complexity—directly addresses their overwhelm. When someone can't see the signal through the noise, your pathfinding knowledge creates the navigable route. Your diagnostic clarity reveals which

variables truly matter, and your structured approach builds the progression from confusion to confident action. The transformation happens because you translate complexity into clear, prioritized steps."

Field 5: The framework that holds the AI-as-Content process

Copy from Step 1: Your 4-6 selected questions with their multiple choice options.

IMPORTANT - Copy these EXACTLY as they appear in Step 1:

- Copy the entire block exactly as formatted
- Questions may not be sequential (you might have selected questions 1, 3, 5, 7, 9 from the original 10)
- Keep the Question numbers as they appear (don't renumber them)
- Keep all formatting exactly as given
- Include blank lines between questions
- DO NOT include the "What this reveals" explanations from earlier in Step 1
- Just the questions and options block that was generated for you

Example of what to copy:

Question 1: What's your most significant time drain right now?

- A) Losing time and momentum—opportunities are passing while stuck analyzing
- B) Spending effort on activities that don't move things forward meaningfully
- C) Time is fragmented across too many things—nothing gets full attention
- D) Projects take far longer than they should due to unclear scope

Question 3: If you could only focus on one thing for the next 30 days, what would create the most meaningful shift?

- A) Getting more clarity on what the actual path should be
- B) Making a decision I've been avoiding
- C) Building or deepening a key relationship or connection

Question 5: When you think about your current situation, what feels most true?

- A) I have the resources but not the direction
 - B) I have the direction but not the resources
 - C) I'm unclear on both direction and resources
 - D) I'm clear on both but struggling with execution
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Field 6: Your name and surname for your personal branding

You provide this: Your full professional name.

Example: "Allison Wentworth Ross"

Field 7: Your business name for business branding

You provide this: Your business or brand name.

Example: "The 4 Percent"

If you don't have a formal business name, use your personal name or "[Your Name] Consulting"

Field 8: How to move ahead with you

You provide this: Complete URL to your booking/contact page.

Example: "<https://the-4-percent.com/book-a-call>"

Field 9: Confirm the number of questions within your framework

You provide this: Count the questions in Field 5.

Just the number: 4, 5, or 6

Field 10: Your first name for reference

You provide this: Your first name or preferred name.

Example: "Allison"

This is how AI will reference you in conversational sections: "Here's what [Your Name] sees..."

Generate Your Prompt

Once you click "Generate," the system creates a complete AI guidance prompt that:

- Greets people and explains the process
- Asks your diagnostic questions one at a time
- Builds their unique coordinate based on their responses
- Generates personalized insights using your wisdom

- Shows them how your approach applies to their specific situation
- Invites them to work with you

After generation: Scroll down to **Copy to Clipboard** so your prompt is ready to paste.

What You Can Do With Your Generated Prompt

- Test it yourself by pasting it into a new AI conversation
 - Share it directly with people who could benefit from your wisdom
 - Use it as a discovery tool in your client journey
 - Add it to the public directory (Step 3)
 - Refine it over time by returning to the form and regenerating
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STEP 3: SHARE YOUR PROMPT IN THE PUBLIC DIRECTORY

The Tool

Directory of Natural Talents: <https://the-4-percent.com/public-directory/>

What This Step Does

Makes your AI prompt discoverable by adding your profile to the public Directory of Natural Talents, where people can find and experience your expertise.

How to Add Your Profile

Go to <https://the-4-percent.com/submission-form/> to submit your profile.

Fill Out Your Information

Complete all required fields marked with an asterisk (*):

Name* - Your full name

Title* - Your professional title or role

Email* - Your email address (used to send you your profile links)

Unique Link* - Create your custom profile URL

- Use only lowercase letters, numbers, and hyphens

- Example: `john-smith-consultant` or `jane-developer`
- This must be unique—if someone else has already taken it, you'll need to choose a different one
- This becomes part of your shareable profile link

Profile Image (optional) - Upload a photo

- Maximum file size: 250KB
- Accepted formats: JPG, PNG, GIF, WEBP

What I Offer* - Describe your skills or services in 100 characters or less

- Use keywords that people might search for
- Example: "Web development, SEO optimization, content strategy"

Prompt* - Add your AI prompt that visitors can copy

- **Paste the complete prompt you generated in Step 2**
- This is required—it's the core feature of this directory
- Provides clear instructions for how to work with you or use your services

Submit Your Profile

Click the **Submit Profile** button.

Check Your Email

You'll receive an email containing two important links:

1. **Profile Link** - Share this link with your network to promote your profile
2. **Edit Link** - Keep this private—it allows you to edit or delete your profile

Important: Save these links! You'll need them to manage your profile.

How to Share Your Profile

Your personal profile link will look like:

`https://yoursite.com/public-directory/?profile=your-unique-link`

Share this link on:

- Social media
- Email signatures
- Professional networks

- Your website or portfolio

When people click your profile link, they'll see the directory with your profile displayed, along with your AI prompt they can copy and use.

Managing Your Profile

How to Edit Your Profile

1. **Use Your Edit Link** - Click the private edit link that was sent to your email
2. **Update Your Information** - You can change your name, title, what you offer, prompt, and profile image
3. **Save Changes** - Click **Update Profile**

Note: Your email and Unique Link cannot be changed. This protects your profile URL and ensures your edit link continues to work.

Managing Your Profile Image

If you already have an image:

- You'll see your current image
- Click **Delete Profile Image** to remove it
- After deletion, you can upload a new image

If you don't have an image:

- You'll see an upload field
- Choose a new image to upload (max 250KB, JPG/PNG/GIF/WEBP)

How to Delete Your Profile

1. Use your edit link from your email
2. Scroll to the bottom and click the red **Delete Profile** button
3. Confirm deletion in the dialog

Warning: This action is permanent and cannot be reversed. All your profile information and images will be deleted.

Frequently Asked Questions

Q: I lost my edit link. How can I get it back?

A: Unfortunately, edit links cannot be resent. You'll need to contact the site administrator for assistance.

Q: Can I change my Unique Link after submitting?

A: No, the Unique Link cannot be changed because it's part of your permanent profile URL. Choose carefully when creating your profile.

Q: Can I change my email address?

A: No, your email address cannot be changed as it's tied to your profile identity. If you need a different email, you'll need to delete your profile and create a new one.

Q: Someone else is using the Unique Link I wanted. What should I do?

A: Unique Links must be unique to each person. Try adding a middle initial, profession, or location to your name (e.g., `john-smith-nyc` or `john-smith-developer`).

Q: Why can't I upload my image?

A: Check that your image meets these requirements:

- File size under 250KB
- Format is JPG, PNG, GIF, or WEBP
- If you already have an image, delete it first before uploading a new one

Q: Can I have multiple profiles?

A: Each email address can only have one profile. If you need multiple profiles, you'll need to use different email addresses for each.

Q: Can I update my prompt after I've added it to the directory?

A: Yes! Use your edit link to update your prompt anytime. Simply paste your newly generated prompt from Step 2 into the Prompt field and click Update Profile.

About Allison Wentworth Ross

These last few months have been one big purge, marked by my identity change from *Geek Goddess & Empathy Advocate* at Vibrational Marketing Institute (VMI) to *AI-as-Content Architect, Strategist, and Founder* at The 4 Percent.

The shift was forced when health challenges required an alternative way of working. Through experimentation, I encoded the entire VMI curriculum into AI prompts that didn't need my presence. Members could carry on without me.

That's how AI-as-Content (AlaC) was born.

I've since been fine-tuning my prompt engineering skills, and deepening my understanding of the AI-assistant-versus-human relationship. The aim has been to create tools for other coaches, mentors, trainers, or service providers who want to make themselves redundant in their own businesses by design.

I wanted to demonstrate that marketing need not be what we're being told it has to be. My life's work?

We don't have to buy into:

- A continuous cycle of content, learning, and adapt or die
- An endless creation of product launches and landing pages
- Only for those who have the time, enough money, and necessary skills to invest in marketing

It needed something simpler.

So I've created this ready-to-run three-step AlaC marketing strategy that any entrepreneur can have in under two hours at no cost to them, and minimal costs for me.

Connect with Allison

Have Allison develop your entire AlaC strategy while you reclaim your time and amplify your expertise

- Website: <https://the-4-percent.com>
- Book an intro session: <https://the-4-percent.com/book-a-call>
- Work 1:1 with Allison: <https://the-4-percent.com/three-sessions/>

Your Journey Complete

Your framework from Step 1 is now deployable through Step 2 and discoverable through Step 3. AI can guide others through your wisdom at each unique coordinate in your permutation space—and they can find you in the public directory.